

## ARGUMENT AGAINST MEASURE MM

We urge you to vote **NO** on Measure MM.

Measure MM will unnecessarily tie the city's hands as we work to produce the best plan for the new Johnson Drive Economic Zone. It puts a blanket prohibition on all stores, like Costco, larger than 50,000 square feet in the Johnson Drive area.

Nearly everyone in Pleasanton benefits from Costco – families, youth sports teams, churches, parent groups, small businesses. Costco will locate somewhere near us. We can have our own Costco on Johnson Drive – but only if we vote **NO** on Measure MM.

This kind of prohibition would have prevented popular stores like the new Safeway, Kohl's, Target, and Dick's Sporting Goods from coming in – every one is over 50,000 square feet.

The public process for Johnson Drive has a long way to go. The Economic Zone plan must go through at least five more public hearings before the Planning Commission and the City Council. Why tie their hands?

Part of the process involves significant improvements to the Economic Zone area, including road widening and better circulation. These improvements will be completed before Costco opens and Costco will pay its fair share.

Sales tax revenue plays a major role in helping the City pay for services to our community. As a community we have so many needs we've already identified – a new library, downtown improvements for parking and parks, and the completion of Bernal Community Park – and they're long term community benefits that currently lack funding.

A Pleasanton Costco would result in \$1-2 million dollars in new sales tax revenue every year to help pay for these improvements. Why would we want to send that money to a neighboring city?

Measure MM is the wrong idea at the wrong time. We strongly urge you to vote **NO** on Measure MM.

NOonMM.org

s/KATHY NARUM

Vice Mayor, City of Pleasanton

s/ARNE OLSON

Councilmember, City of Pleasanton

s/MICHAELA HERTLE

Library Commissioner

s/JOHN SENSIBA

Pleasanton Business Owner and Past Chairman,  
Pleasanton Chamber of Commerce

s/JUDY WHEELER

Downtown Small Business Owner and Member,  
Downtown Vitality Committee

## REBUTTAL TO ARGUMENT AGAINST MEASURE MM

VOTE YES ON MM

--Less traffic: 2500-3600 fewer daily trips on weekdays and weekends, respectively

--Less pollution: better air quality

--Creates over 500 more jobs

--Sales tax, after debt service, will be comparable to Big Box Store for at least 30 years

--No raiding of City's reserve fund to finance traffic improvements

--No 30-year debt service payment to fund traffic improvements

--No incentive payment to lure Big Box to Pleasanton

Strong opposition to including a Big Box Store in the Johnson Drive Economic Zone has grown from citizens concerned about the negative traffic and pollution impacts plus financial incentives and a traffic mitigation plan that could potentially involve as much as \$11 million in public funds.

The latest study by the City released August 9 shows diversified retail—allowed by MM—produces less traffic, less pollution and creates more jobs than the Big Box alternative.

Our ballot argument was written by ordinary citizens and business owners who care about our community. If you let the politicians decide, special interests will prevail.

VOTE YES ON MM

s/WILLIAM WHEELER

Business Owner

s/PAUL SOUTHERN

Citizen

s/CRAIG L. SCHWAB

Citizen, Business Owner